



WBTV

# ORDER

Flight Dates **10/22/12-10/28/12**

Contract / Revision      **817410 /**      **COWELL FOR TREASURER**

Original Date / Revision      Agency Com      15%

09/06/12    09/06/12      Billing Contact

Advertiser **Cowell for Treasurer**

Agency    **Media Strategies & Research**

Buying Contact

**1580 Lincoln Street  
Suite 510  
Denver, CO 80203**

Product

**1580 Lincoln Street  
Suite 510  
Denver, CO 80203**

Sales Office    WBTVN

Sales Region    National

Agency Ref

Order Sep      00:15:00

Estimate #      **11781**

Alt Order #

Billing Type      Cash

Order Type      Political

Billing Cycle      EOM/EOC

Billing Calendar    BROADCAST

Demographic    A35+

Rev Codes      Agency    Political    Pol-Candic

Product Codes    PL650

Priority      P 3

Advertiser Ref

Primary Account Executive

Patti Goodnight

Account Executive      Order%      Start Date      End Date

Patti Goodnight      100%

Order Share %      Market Value

Competing Station    % of Order      Amount

WAXN	%	
WBTVn	%	
WBTVt	%	
WCCB	%	
WCNC	%	
WHKY	%	
WJZY	%	
WMYT	%	
WNSC	%	
WSOC	%	
WTVI	%	
WUNE	%	
WUNG	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	61	\$39,971.25	\$47,025.00	0.00	10/01/12	10/28/12	61	\$39,971.25	\$47,025.00
<b>Totals</b>	<b>61</b>	<b>\$39,971.25</b>	<b>\$47,025.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WBTV	10/22/12	10/28/12	WBTV News 5a WBTV News 5a	Comm	5-530a	M-WT---	:30	3	\$375.00	P 3	0.00	NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-WT---					3	\$375.00		0.00			
N 2	WBTV	10/22/12	10/28/12	WBTV News 530a WBTV News 530a	Comm	530-6a	MTWTF--	:30	5	\$500.00	P 3	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$500.00		0.00			
N 3	WBTV	10/22/12	10/28/12		Comm	6-7a	MTWTF--	:30	5	\$575.00	P 3	0.00	NM	5	\$2,875.00



WBTV

Print Date: 09/06/12

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Contract / Revision **817410** Flight Dates **10/22/12-10/28/12**

Hiatus Dates

Original Date / Revision 09/06/12/ 09/06/12

Order Sep 00:15:00

Advertiser **Cowell for Treasurer**Product **COWELL FOR TREASURER** Estimate # **11781**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				WBTV News 6a											
				WBTV News 6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$575.00		0.00			
N 4	WBTV	10/22/12	10/28/12	CBS AM Network News Comm		7-9a	MTWTF--	:30	5	\$375.00	P 3	0.00	NM	5	\$1,875.00
				The Early Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$375.00		0.00			
N 5	WBTV	10/27/12	10/27/12	WBTV Sat 7a News	Comm	7-8a	-----S-	:30	1	\$400.00	P 3	0.00	NM	1	\$400.00
				WBTV Sat 7a News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-					1	\$400.00		0.00			
N 6	WBTV	10/28/12	10/28/12	CBS Sunday Morning	Comm	9-1030a	-----S	:30	1	\$550.00	P 3	0.00	NM	1	\$550.00
				CBS Sunday Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S					1	\$550.00		0.00			
N 7	WBTV	10/26/12	10/26/12	America Now	Comm	9a-10a	----F--	:30	1	\$175.00	P 3	0.00	NM	1	\$175.00
				America Now											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--					1	\$175.00		0.00			
N 8	WBTV	10/22/12	10/22/12	Rachael Ray	Comm	10a-11a	M-----	:30	1	\$200.00	P 3	0.00	NM	1	\$200.00
				Rachael Ray											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----					1	\$200.00		0.00			
N 9	WBTV	10/24/12	10/24/12	Price Is Right	Comm	11a-12p	--W----	:30	1	\$600.00	P 1	0.00	NM	1	\$600.00
				Price Is Right											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--W----					1	\$600.00		0.00			
N 10	WBTV	10/22/12	10/28/12	WBTV News at Noon	Comm	12-12:30p	-T--F--	:30	2	\$375.00	P 3	0.00	NM	2	\$750.00
				WBTV News At Noon											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T--F--					2	\$375.00		0.00			
N 11	WBTV	10/22/12	10/28/12	Y&R	Comm	12:30-1:30p	---T---	:30	1	\$450.00	P 3	0.00	NM	1	\$450.00
				Y&R											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---T---					1	\$450.00		0.00			
N 12	WBTV	10/22/12	10/28/12	Let's Make A Deal	Comm	3-4p	MTWTF--	:30	5	\$250.00	P 3	0.00	NM	5	\$1,250.00
				Let's Make A Deal											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$250.00		0.00			
N 13	WBTV	10/22/12	10/28/12	WBTV News 5p	Comm	5p-5:30p	M-W-F--	:30	3	\$700.00	P 3	0.00	NM	3	\$2,100.00
				WBTV News at 5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-W-F--					3	\$700.00		0.00			
N 14	WBTV	10/22/12	10/28/12	WBTV News at 5:30p	Comm	M-F 530p-6p	MTWTF--	:30	5	\$700.00	P 3	0.00	NM	5	\$3,500.00
				WBTV News at 530p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$700.00		0.00			
N 15	WBTV	10/22/12	10/28/12	WBTV News at 6p	Comm	M-F 6p-630p	MTWTF--	:30	5	\$800.00	P 3	0.00	NM	5	\$4,000.00
				WBTV News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

**WBTV**

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Contract / Revision    **817410**    Flight Dates **10/22/12-10/28/12**Hiatus DatesOriginal Date / Revision    09/06/12/    09/06/12Order Sep    00:15:00Advertiser    **Cowell for Treasurer**Product **COWELL FOR TREASURER** Estimate #    **11781**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WBTV	10/22/12	10/28/12	WBTV News at 6p WBTV News at 6p	Comm	M-F 6p-630p	MTWTF--	:30	5	\$800.00	P 3	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$800.00		0.00			
N 16	WBTV	10/22/12	10/28/12	WBTV News Primetime WBTV News Primetime	Comm	M-F 7p-730p	MTWTF--	:30	5	\$700.00	P 3	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$700.00		0.00			
N 17	WBTV	10/22/12	10/25/12	Millionaire Millionaire	Comm	M-F 730p-8p	M--T---	:30	2	\$775.00	P 3	0.00	NM	2	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M--T---					2	\$775.00		0.00			
N 18	WBTV	10/23/12	10/23/12	Tue Hour 2 Tue Prime Hour 2	Comm	9-10p	-T-----	:30	1	\$6,600.00	P 3	0.00	NM	1	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$6,600.00		0.00			
N 19	WBTV	10/28/12	10/28/12	Sun Hour 1 Sun Prime Hour 1	Comm	7-8p	-----S	:30	1	\$5,000.00	P 3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$5,000.00		0.00			
N 20	WBTV	10/22/12	10/28/12	WBTV News at 11p WBTV News @ 11p	Comm	11p-1135p	MTWTF--	:30	5	\$1,100.00	P 3	0.00	NM	5	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$1,100.00		0.00			
N 21	WBTV	10/27/12	10/27/12	WBTV Sat News at 11p WBTV 11p News / Sat.	Comm	11p-1135p	-----S-	:30	1	\$900.00	P 3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$900.00		0.00			
N 22	WBTV	10/28/12	10/28/12	WBTV Sun News at 11p WBTV 11p News /Sun	Comm	11-11.35p	-----S	:30	1	\$1,100.00	P 3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$1,100.00		0.00			
N 23	WBTV	10/23/12	10/23/12	Late Show with David Letterman David Letterman	Comm	1135-1237a	-T-----	:30	1	\$525.00	P 1	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$525.00		0.00			
Totals														61	\$47,025.00